

Hilton Head Island — #1 of 6: Median Resident Age

Hilton Head Island Leads SC in Median Age

Source: ALEX Intelligence · Published October 15, 2026

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THE DATA

60 years

Median Resident Age (2024)

Hilton Head Island is the oldest city in the Lowcountry by median age, according to the latest ALEX Intelligence data.

This figure — 60 years — places Hilton Head Island at the top of the regional age hierarchy, far exceeding Bluffton's 43 years and Beaufort's 32 years. The data reveals a deepening demographic maturity in the area, driven by long-term residency and retirement migration. This trend is not incidental; it reflects decades of strategic coastal development tailored to mature households.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation

<https://alex-companies.com/data/2026-10-15-hilton-head-median-age-place-mkt>



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01

Age Drives Demand for Accessible Living

The median age of 60 in Hilton Head Island signals a powerful shift in housing demand: mobility, accessibility, and low-maintenance living are no longer niche preferences — they are core drivers. This demographic favors single-story homes, walkable neighborhoods, and proximity to healthcare, which in turn shapes zoning, development priorities, and investment in adaptive infrastructure. The market is not just aging — it is redefining what coastal living means for retirees and long-term residents.

02

Supply Constraints Are Age-Proof

Unlike younger markets where inventory growth can absorb migration, Hilton Head's aging population is compounded by a shrinking supply of new construction. This creates a self-reinforcing cycle: older residents stay, fewer new buyers enter, and the existing stock becomes more valuable. The market is not just stable — it is structurally resilient to demographic change.



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